



Island Oasis Unveils New Twist on Cuban Classic

Walpole, Mass. – August 11, 2008 – Island Oasis®, the global leader in delivering the world’s finest frozen drinks, today announced the newest flavor in its line of premium drink mixes – the Mojito Frozen Drink Mix. Listed as a “Top 20 Food Trend in 2008” by the National Restaurant Association, the popularity of the Mojito remains strong. Now, Island Oasis brings a new twist on the Cuban classic by serving it frozen.

Island Oasis’ Frozen Mojitos will first be introduced aboard Royal Caribbean International® cruise ships this summer as a featured drink, and at Island Oasis’ paradise bar on CocoCay®, Royal Caribbean’s private island destination in the Bahamas. CocoCay is a popular port of call on Royal Caribbean’s Bahamas and Eastern Caribbean itineraries.

Containing the perfect blend of fresh mint, tangy lime and sweet sugarcane, Island Oasis’ Mojitos require no muddling, a process by which the ingredients are gently mashed. Instead, the mix needs only be blended with the right amount of ice to produce a perfectly consistent cocktail in just ten seconds. And, like all Island Oasis mixes, the Mojito Frozen Drink Mix is all natural with no artificial colors or flavoring.

First introduced in the early 1900s in Havana, the Mojito has long been a favorite summer drink on Cuban shores. In the early 2000s, the drink made a strong debut in the US and demand continues to rise. By offering a frozen adaptation timed to launch with the warmer weather, Island Oasis takes the temperature down a few degrees to offer the “coolest” Mojito yet.

“Our Frozen Mojito Mix was developed in response to a market need for a new and refreshing ‘twist’ on a now contemporary classic,” said Barry Boehme, VP of marketing at Island Oasis. “In addition to the traditional Mojito flavor, restaurants and bars can add variety and excitement to their Mojito drink selection with an assortment of *flavored* frozen Mojitos. By simply adding any one of our other all-natural fruit mixes such as strawberry, mango or raspberry, they can serve up a number of unique tasting drinks”

Island Oasis frozen drink mixes are packed in twelve 32 oz. cartons and shipped frozen to ensure quality; one case yields approximately ninety-six 12 oz cocktails.

###

About Island Oasis

Island Oasis is the global leader in delivering the world’s finest frozen drinks. Its cocktail mixes and smoothies are enjoyed worldwide – throughout North America, Mexico and the Caribbean, and in distant locations as far as Asia. Island Oasis supports restaurants and bars, resorts and cruise lines, schools and universities, coffee shops, fitness clubs and convenience stores with a turnkey frozen beverage program, supplying premium, all-natural frozen beverage mix products; state-of-the-art blender technology; unmatched customer and technical service; and custom point-of-purchase promotional materials. To learn more about, visit us on the Web at www.islandoasis.com.

Contacts: Barry Boehme
VP Marketing, Island Oasis
(508) 553-3426
bboehme@islandoasis.com

Darlene Hollywood
Darlene Hollywood Public Relations
(781) 837-2572
darlene@dhollywoodpr.com